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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/796,409	03/09/2004	E. Carter Corriston JR.	9634/1	9031
27614	7590	12/11/2007	EXAMINER	
MCCARTER & ENGLISH, LLP FOUR GATEWAY CENTER 100 MULBERRY STREET NEWARK, NJ 07102			LASTRA, DANIEL	
		ART UNIT	PAPER NUMBER	
		3622		
		MAIL DATE		DELIVERY MODE
		12/11/2007		PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	Application No.	Applicant(s)
	10/796,409	CORRISTON ET AL.
	Examiner	Art Unit
	DANIEL LASTRA	3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1)  Responsive to communication(s) filed on 18 March 2005.
- 2a)  This action is FINAL.                                    2b)  This action is non-final.
- 3)  Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4)  Claim(s) 1-11 is/are pending in the application.
  - 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5)  Claim(s) \_\_\_\_\_ is/are allowed.
- 6)  Claim(s) 1-11 is/are rejected.
- 7)  Claim(s) \_\_\_\_\_ is/are objected to.
- 8)  Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9)  The specification is objected to by the Examiner.
- 10)  The drawing(s) filed on \_\_\_\_\_ is/are: a)  accepted or b)  objected to by the Examiner.
 

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11)  The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12)  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a)  All    b)  Some \* c)  None of:
    1.  Certified copies of the priority documents have been received.
    2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3.  Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- 1)  Notice of References Cited (PTO-892)
- 2)  Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3)  Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date 08/16/2004
- 4)  Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5)  Notice of Informal Patent Application
- 6)  Other: \_\_\_\_\_.

1. Claims 1-11 have been examined. Application 10/796,409 (METHOD OF ADVERTISING AT RESIDENTIAL LOCATIONS) has a filing date 03/09/2004.

***Claim Rejections - 35 USC § 102***

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1, 2, 10 and 11 are rejected under 35 U.S.C. 102(b) as being anticipated by Hansen (US 5,072,833).

Claim 1, Hansen teaches:

A method of advertising at a residential location comprising:

providing a container having advertising indicia to a resident (see col 7, lines 15-30);

allowing the resident to use the container to dispose of waste or recycling near a curb (see col 8, lines 15-23); and

displaying the advertising indicia when the container is placed near the curb (see col 8, lines 15-23).

Claim 2, Hansen teaches:

wherein the step of providing the container comprises providing the container to the resident at no cost to the resident (see col 7, lines 40-55).

Claim 10, Hansen teaches:

A method of advertising for businesses at residential locations comprising:  
performing a service at a resident's location;  
determining whether waste or recycling is brought curbside at the location (see col 8, lines 15-25);

providing a container having advertising indicia relating to the services performed at the location (see col 7, lines 15-30);

and

allowing the resident to use the container to dispose of waste or recycling, the advertising indicia being displayed when the container is positioned curbside (see col 8, lines 15-25).

Claim 11, Hansen teaches:

wherein the step of providing the container comprises provide a container having advertising indicia relating to the business to the resident at no cost to the resident (see col 7, lines 20-30).

#### ***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 3-9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hansen (US 5,072,833).

Claim 3, Hansen teaches:

A method of advertising at a residential location comprising:  
determining whether waste or recycling is brought curbside at the location (see col 8, lines 15-25);  
producing containers having advertising indicia thereon (see col 7, lines 17-35);  
providing the containers to residents of the location (see col 7, lines 40-55);  
and allowing the residents to use the containers to dispose of waste or recycling,  
the advertising indicia being displayed when the containers are positioned curbside (see col 8, lines 15-25).

Hansen does not expressly teach identifying a location where advertising is desirable. However, Official Notice is taken that it is old and well known in the promotion art to target advertisements based upon geographic location. Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that the commercial entities that sponsor the Hansen's recyclable material collection program would pay to target their ads based upon geographic location as it is old and well known to do so and also in view that Hansen distributes recycle bags targeted specifically to a particular community or consumer (see col 7, lines 5-60) where advertisers or sponsors (*i.e.* commercial entities) of said recyclable material collection program pay to place advertisements in said recycle bags (see col 7, lines 15-30).

Claim 4, Hansen teaches:

wherein the step of providing the containers comprises providing the containers to the residents at no cost to the residents (see col 7, lines 40-50).

**Claim 5, Hansen teaches:**

providing containers having advertising indicia thereon to residents of additional locations (see col 7, lines 15-30).

**Claim 6, Hansen teaches:**

wherein the step of producing the container comprises producing containers having advertising indicia relating to a business (see col 7, lines 20-30; "advertising or sponsorship materials can relate to those entities (e.g. municipal, commercial or otherwise) which either fund or participate in a particular recyclable material collection program").

**Claim 7, Hansen teaches:**

A method of advertising for businesses at residential locations comprising:  
determining whether waste or recycling is brought curbside at the location (see col 8, lines 15-25);  
identifying at least one business interested in advertising services in the location (see col 7, lines 20-30);  
producing containers having advertising indicia relating to the business (see col 7, lines 20-30);  
selling the containers to a business (see col 7, lines 20-30 "commercials fund or sponsor the recycle bags"; col 7, lines 45-50; "recycle bags can be offered for sale by retail outlets)  
allowing the business to provide the containers to residents of the location (see col 7, lines 45-50); and

allowing the residents to use the containers to dispose of waste or recycling, the advertising indicia being displayed when the containers are positioned curbside (see col 7, lines 15-30; col 8, lines 15-25).

Hansen does not expressly teach identifying a location where advertising is desirable. However, Official Notice is taken that it is old and well known in the promotion art to target advertisements based upon geographic location. Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that the commercial entities that sponsor the Hansen's recyclable material collection program would pay to target their ads based upon geographic location as it is old and well known to do so and also in view that Hansen distributes recycle bags targeted specifically to a particular community or consumer (see col 7, lines 5-60) where advertisers or sponsors (*i.e.* commercial entities) of said recyclable material collection program pay to place advertisements in said recycle bags (see col 7, lines 15-30).

Claim 8, Hansen teaches:

wherein the step of allowing the business to provide the containers comprises allowing the business to provide the containers to the residents of the location at no cost to the residents (see col 7, lines 40-50).

Claim 9, Hansen teaches:

determining additional locations where advertising is desirable (see col 6, lines 45-50 "bags distributed based upon a particular community");

determining additional businesses interested in advertising in the locations (see col 7, lines 15-25 "advertising material can relate to those entities (e.g. commercial) which either fund or participate in a particular recyclable material collection program");

providing containers to the additional businesses having advertising indicia relating to the additional businesses (see col 7, lines 20-30);

allowing the businesses to provide the containers to residents of the additional locations (see col 7, lines 20-30; "commercials fund the recyclable program by paying to place advertisements in different communities");

and allowing the residents to use the containers to dispose of waste or recycling, the advertising indicia being displayed when the containers are brought curbside for collection (see col 8, lines 15-25).

### ***Conclusion***

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

- Time Sq. Tryout for Wastebaskets With Ads teaches advertising in trash baskets.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 571-272-6720 and fax 571-273-6720. The examiner can normally be reached on 9:30-6:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, ERIC W. STAMBER can be reached on 571-272-6724. The official Fax number is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

DL  
Daniel Lastra  
November 12, 2007

  
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Patent Exam